



# Keep Atlanta Beautiful

Keep Atlanta Beautiful's mission is to empower communities of the City of Atlanta to beautify and sustain their environment.

## *The Facts*

### **7 Sources of Litter**

Motorist  
Loading Docks  
Pedestrians  
Construction Sites  
Household Garbage  
Commercial Refuse  
Uncovered Trucks

### **3 Reasons People Litter**

Someone else will clean it up  
No sense of ownership  
Trash has already accumulated

### **5 Step Attitude Change Process**

*Keep Atlanta Beautiful....*

Get the Facts  
Involve the People  
Develop a Systematic Plan  
Focus on Results  
Provide Positive Reinforcement

*through the*



**4 Pressure  
Points  
for Change**

## *What We Do*

Education  
Technology  
Ordinances  
Enforcement

### **Annual Events**

- Great American Cleanup
- Scrap Tire Amnesty Day
- Rivers Alive Cleanup
- Bring One For the Chipper

### **On-Going Programs**

- School/Community Presentations
- KAB Mascot Appearances
- Health Fairs/Exhibits
- Scrap Tire Education
- Waste in the Workplace Workshops

### **Resource Information**

- Important numbers
- Recycling Options
- Disposal Options
- Supplies and Materials
- Support Agencies
- Funding Opportunities
- Community Service Workers

### **Awareness Campaigns**

- Public Service Announcements
- Print and Radio Advertisement
- Newsletters

### **Recognition**

- Annual Awards Program

### **Community Support**

- Community Cleanups
- Yard & Trash Bags
- Latex Gloves
- Neighborhood Assessment
- Volunteer Recruitment
- Business Recruitment

### **Things to Come:**

- Graffiti Prevention Education
- Clean Business Program
- And more.....

## *How*

# We need YOU!

For more information on our programs, to volunteer or to be placed on our mailing list,

**Call**



**Keep Atlanta Beautiful**  
(404) 330-6972